KEAN UNIVERSITY – COLLEGE OF BUSINESS AND PUBLIC MANAGEMENT

(40400) B.S. IN MARKETING: 124 Semester Hours (S.H.)
2.3 Minimum GPA to Graduate

EFFECTIVE DATE: FALL 2014 **START TERM:** _____

NAME			TRANSFER INSTITUTIONS (X)	Credits	
STUDENT ID #					
GENERAL EDUCATION:	**35 S.H.**		**ACADEMIC MAJOR****	**58 S.H.**	
Foundation Requirements:		***13 S.H.***	**Required: Business Core**		***34 S.H.***
G.E. 1000 Transition to Kean[1]	1		ACCT 2200 Principles of Accounting I	3	
ENG 1030 College Composition[2]	3		ACCT 2210 Principles of Accounting II	3	
MATH 1044 *or* MATH 1054 Pre-calculus[2,3]	3		BLAW 2051 Business Law I	3	
COMM 1402 Speech Communication[2,3]	3		FIN 3310 Corporate Finance I	3	
GE 2021 Research & Technology[2,3]	3		MGS 2030 Principles of Management	3	
			MGS 2150 Business Statistics & Applications	4	
DISCIPLINARY & INTERDISCIPLINARY DISTRIBUTION			MKT 2500 Principles of Marketing	3	
Humanities:		***6 S.H.***	MGS 3040 Management Information Systems	3	
*ENG 2403 World Literature	3		MGS 4010 Operations Management	3	
			MGS 3110 Managerial Decision Modeling	3	
			MGS 3520 Bus Ethics and Corporate Social Resp	3	
*Select **ONE** course from below—see GE Distribution Course List*			**Required: Marketing Core**		***12 S.H.***
Fine Arts/Art History	3		MKT 3510 Consumer Behavior	3	
Philosophy or Religion	3		MKT 3550 Marketing Research	3	
Foreign Languages	3		MKT 4220 International Marketing	3	
Music or Theatre	3		MKT 4500 Seminar in Marketing Strategy	3	
Interdisciplinary:	3				
			Marketing Electives		***12 S.H.***
Social Sciences:		***6 S.H.***	*MKT 4801-4806 co-op/internship is not accepted in electives.*		
*HIST 1000 Civil Society in America *or* HIST 1062 Worlds of History	3		MKT	3	
			MKT	3	
			MKT	3	
*Select **ONE** course from below—see GE Distribution Course List*			MKT	3	
Psychology	3				
Economics or Geography	3		**FREE ELECTIVES:**	**19 S.H.**	
Political Science	3		**(at least 50% must be 3000/4000level, May use MGS 4801-4806 with approval of co-op/internship coordinator).**		
Sociology or Anthropology	3				
Interdisciplinary:	3				
Science and Mathematics:		***7 S.H.***			
CPS 1032 Microcomputer Applications[2]	3				
*Select **ONE** 4 Credit lab course-see GE Distribution Course List*					
Lab Science: Biology; Chemistry; Physics; Geology; Meteorology; Earth Science; Astronomy	4				
G.E. and Major Capstone:		***3 S.H.***			
MGS 4999 Integrative Business Strategy**	3		**Special Notes:**		
			[1] Reqd. of Freshmen and Transfers with fewer than 10 credits		
Additional Required Courses:	**12 S.H.**		[2] Minimum grade of C.		
ECO 1020 Principles of Macroeconomics[2]	3		[3] Check prerequisites and equivalencies in catalog		
ECO 1021 Principles of Microeconomics[2]	3		*G.E. required course		
ENG 3090 Business & Professional Writing	3		**Major courses including the capstone require a grade of C or better		
COMM 3590 Business & Professional Communication	3		Note: See foreign language requirements		
			TOTAL CREDITS:		